

# Maxcom Telecomunicaciones S.A.B. de C.V. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Maxcom Telecomunicaciones S.A.B. de C.V. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Maxcom Telecomunicaciones S.A.B. de C.V. and its competitors. This provides our Clients with a clear understanding of Maxcom Telecomunicaciones S.A.B. de C.V. position in the [Communication Services](#) Industry.

The report contains detailed information about Maxcom Telecomunicaciones S.A.B. de C.V. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Maxcom Telecomunicaciones S.A.B. de C.V.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Maxcom Telecomunicaciones S.A.B. de C.V. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows

presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Maxcom Telecomunicaciones S.A.B. de C.V. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Maxcom Telecomunicaciones S.A.B. de C.V. business.

### **About Maxcom Telecomunicaciones S.A.B. de C.V.**

Maxcom Telecomunicaciones, S. A. B. de C. V., an integrated telecommunication services operator, provides voice and data services to residential and small- and medium-sized business customers in four metropolitan markets in Mexico and selected service in other markets.

As of December 31, 2009, the company's network encompassed 751 route kilometers of metropolitan fiber optic cable and approximately 4,869 kilometers of copper loops capable of data transmission. It has in service four Lucent Technologies 5ESS switches located in the cities of Mexico City (two switches), Puebla, and Queretaro and two softswitches, one Alcatel A5020 located in Mexico City, and one Nortel located in Monterrey. The company also operates a 170-kilometer fiber optic link connecting the cities of Puebla and Mexico City and a 6,426- kilometer long haul fiber optic backbone connecting Mexico City and Laredo, Texas. The company has a point-to-point concession in the 15 GHz and 23 GHz frequency bands forming a complex microwave network through the cities of Mexico City, Puebla, Queretaro, San Luis Potosi,

Aguascalientes, Guadalajara, Leon, Monterrey, and Toluca. It also has a point-to-multipoint concession in the 10.5GHz frequency band, covering telecommunications regions 3, 5 and 8 (North, Gulf and South East) of Mexico.

## Services

The company provides a range of services, including local and long-distance voice, data, high speed, dedicated and dial-up Internet access, paid TV, public telephony, and voice over Internet protocol telephony. It also offers mobile voice service through resale and capacity leasing agreements with third parties. The company offers residential and business services in the cities of Mexico City, Puebla, Queretaro, and San Luis Potosi. The company manages various aspects of the service offering to its customers, including installation, provisioning, network monitoring and management, proactive trouble ticket management, and billing.

The company's primary focus has been to provide telecommunications services to residential customers and small- and medium-sized businesses. It offers long-distance service as a bundled service for its local telephony customers. It also provides leased lines and virtual private networks. Additionally, the company provides value-added services. It also offers e-security and information technology (IT) equipment support and maintenance to small- and medium-sized businesses.

## Products

For the residential market the company has the following products:

**LineaMax Residencial:** This service provides a wireline telephone line with value-added features available, including voice mail, call waiting, call forwarding, three-way calling, call blocking, speed dialing, and unlisted numbers.

**Larga Distancia Max:** This product provides domestic and international long-distance services to those of its local telephony customers who require long-distance service.

**CentralMax:** This service provides customers in residential developments with the functions of a private branch exchange using centrex technology. It allows customers to communicate with the common areas of the development with four-digit internal calling. The features offered under this product include call waiting, call forwarding, three-way calling, direct inward dialing, direct outward dialing, intercom dialing, call transfer, speed dialing, call hold, call pick up, outgoing call blocking, and distinctive ringing.

I-line: This is its Voice over Internet Protocol service, which uses an analog-to-digital telephone adapter to allow any conventional telephone to access the telephone network through any broadband connection worldwide.

Internet Max: This service uses a traditional telephone line and modem to provide dial-up Internet access at speeds of up to 56 Kbps. The company provides this service to customers, regardless of whether they have a Maxcom telephone line.

SpeediMax (ADSL): This is its broadband Internet access service with speeds of 128, 256, 512 Kbps, 1Mbps, 2 Mbps, and 4Mbps using asymmetric digital subscriber line (ADSL) transmission technology over ordinary telephone lines.

AsistelMax: This service provides ba

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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